CLAIMS

We claim:

1. A method of doing business on a network comprising:

providing a user with a means to extract one or more sessions from one or more Web server logs of one or more Web server systems of one or more online stores; *— structure, 6th ¶ of 35 usc 112*

providing the user with a means to derive one or more micro-conversions from one or more sessions from one or more online stores; *— structure*

providing the user with a means to visualize clickstream data from one or more micro-conversions; *— structure*

providing the user with a means to interactively request one or more variations of the one or more clickstream data visualizations; *— structure*

providing the user with a means to interactively generate and view one or more variations of the one or more clickstream data visualizations upon the user's request; and *— structure*

providing the user with a means to store one or more generated clickstream data visualizations in one or more computer memories. *— structure*

2. A method, as in claim 1, where the micro-conversion is a shopper's conversion from one

shopping step to another for a particular product or service.] — *further limits structure*
no active step

5   3. A method, as in claim 2, where the shopping steps include a product impression that is the view

of a hyperlink to a Web page presenting a product or service, a clickthrough that is the click on

the hyperlink and view of the Web page of the product or service, a basket placement that is the

placement of the item in the shopping basket, and a purchase that is the purchase of the item and

the completion of the transaction.] — *further limits structure, no active step*

prior art

4. A method, as in claim 1, where the clickstream data is a collection of micro-conversions of one

or more shoppers for one or more products and/or services sold in one or more online stores.] —

further limits structure
no step

means to visualize

5. A method, as in claim 1, where the ~~visualization of~~ clickstream data comprises a traditional

indefinite   no antecedent, per se

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parallel coordinate system and one or more extension components including one or more parallel

axes of sequential events, one or more dependent variable values of timestamps, one or more

dropouts of polygonal lines, one or more filters, one or more categorizers, and one or more

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hyperlink associations.] — *no step*

20   6. A method, as in claim 5, where the traditional parallel coordinate system is a parallel coordinate

system comprising a series of parallel lines that are placed equidistantly, each parallel line being

assigned a specific dependent variable and dependent variable values being plotted along the

respective axis, and an independent variable that is represented by polygonal lines connecting the

corresponding dependent variable values and illustrating a relationship between an independent

variable and the dependent variables appearing on each axis.] *— further limits structure, no step*

[handwritten left margin: Part]

7. A method, as in claim 5, where the parallel axes of sequential events is an assignment of a series

5   of sequential events to parallel lines in a parallel coordinate system.] *— further limits, struct, no step*

8. A method, as in claim 7, where the sequential events include any one or more of the following:

one or more steps of shopping in one or more stores, and one or more product or service

development steps.) *— further limits structure, no step*

[handwritten left margin: dat art]

9. A method, as in claim 5, where the dependent variable values of timestamps is an assignment of

timestamp values as data points to a series of sequential events that are assigned to the equal

number of parallel axes in a parallel coordinate system.) *— further limits structure, no step*

10. A method, as in claim 5, where the dropout of a polygonal line is the disappearance of a

polygonal line before the line reaches the last parallel axis in a parallel coordinate system with the

parallel axes of sequential events.] *— no step*

11. A method, as in claim 5, where the filter is a means to select and/or de-select one or more

20   groups of polygonal lines viewed in a parallel coordinate system.] *no step*

12. A method, as in claim 5, where the categorizer is a parallel axis in a parallel coordinate system

whose purpose is to categorize polygonal lines in the system.] *- no step*

13. A method, as in claim 12, where the categorizer includes one or more of the following: the referrer Web sites of sessions, the ISPs (Internet Service Providers) of sessions, the lengths of sessions, the methods used to find product information by sessions, the geographic regions where

5   sessions come from, the ages, sex, education levels, and income levels of the owners of sessions, the sales history of the owners of sessions, the Web page patterns accessed by sessions or by the owners of sessions, either or not ordered by session, or by time.] *no step*

14. A method, as in claim 5, where the hyperlink association is the association of one or more hyperlinks with the polygonal line representing a session, clicking on the polygonal line opens a

10   Web page providing detail information of the session.] – *no step*

It is merely a capability of the structure that allows this

15. A method, as in claim 1, where the user can identify where the online store loses customers, and/or how many customers are lost, by looking at the dropouts of one or more polygonal lines in

15   the clickstream data visualizations. — *close because it approaches active step – but it isn't actually done, no step*

16. A method, as in claim 1, where the user can view one or more variations of the clickstream data visualization by selecting and/or deselecting one or more groups of sessions in the visualization by using one or more filters. — *close, but no step*

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17. A method, as in claim 1, where the user can view one or more clickstream data visualizations for sessions of different shoppers categorized by one or more values of the categorizer axis.

close, but no step

18. A method, as in claim 1, where the user can view one or more Web pages providing detail information of one or more sessions by using one or more hyperlink association, i.e., by clicking on one or more polygonal lines representing one or more sessions. *close, no step*

5   19. A method, as in claim 1, where the user can store one or more snapshots of the clickstream data visualization of the online store, and later compare the stored snapshots of the visualization to understand the changes in the performance of the online store. *— close, no step*

antecedent basis in claim 1 ?

20. A method, as in claim 1, where the user develops and/or updates the strategies for the Web

10   design, marketing and merchandising based on the findings from the clickstream data

visualizations. *— looks like an active step by the user, but make sure it moves to "a method of doing business as per preamble of claim 1.*

21. A method, as in claim 1, where the user adjusts and/or updates the appearance of the Web design or navigation paths of the online store and/or other Web presentations of the store's

marketing and merchandising efforts including advertisement banners and product or services

15   layouts to reflect the developed/updated strategies based on the analysis results.

— looks like active step but make sure it moves to "meth. of doing business — also does all of circled subject matter find basis in claim 1 ?

add B1

but Cl4